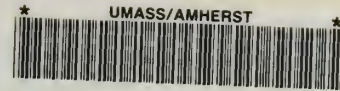


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BRISTOL  
SERVICE DELIVERY AREA  
(Includes Fall River, Taunton, and Attleboro)  
Industry and Occupational Analysis

COMMONWEALTH OF MASSACHUSETTS

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# Division of Employment Security

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## Bristol SDA

### I. Introduction

The Bristol Service Delivery Area (SDA) consists of the following cities and towns: Attleboro, Berkley, Dighton, Fall River, Mansfield, North Attleboro, Norton, Raynham, Rehoboth, Seekonk, Somerset, Swansea, Taunton, and Westport. In April 1984, the unemployment rate for the SDA fell to 7.3 percent, a significant drop from the 9.2 percent recorded one year ago. In this time period the state's unemployment rate declined from 6.7 percent to 5.0 percent and the national rate went from 10.0 percent to 7.6 percent. The 1.9 percent over-the-year decrease in the Bristol SDA rate is welcome news to an SDA which had the second highest unemployment rate in the State in April, 1984. Of the three SDA's that border on the Bristol SDA only the Brockton SDA had a greater decrease in its unemployment rate dropping from 7.6 percent to 5.6 percent. The Metro South/West SDA had the lowest unemployment rate with 3.2 percent, an over-the-year decline from an already low rate of 4.2 percent. The New Bedford/Cape Island SDA had the highest unemployment rate of 7.4 percent, a 1.7 percent decrease from the 9.1 percent rate recorded a year earlier.

### II. Industry Analysis

The Bristol SDA has a strong manufacturing base. Whereas, manufacturing employment represents only 27 percent of private wage and salary employment at the statewide level, it represents almost half (44 percent) of these 102,800 jobs in the Bristol SDA. Durable goods employment makes up 54.1 percent of total manufacturing employment while statewide the percentage is 71 percent. Between third quarter 1981 and third quarter 1983, Bristol's manufacturing employment declined by 4.3 percent, however, statewide manufacturing decreased by 5.1 percent. In this time period, both Bristol and the State's durable goods employment declined by 5.3 percent. Bristol's nondurable goods employment decreased by 3.5 percent while statewide it decreased by 4.4 percent. The other two main industries in Bristol are wholesale and retail trade and services which make up 26.0 percent and 18.5 percent respectively of private sector employment. Statewide, the percentages for these industry divisions are 27 percent and 29 percent respectively. From 1981 to 1983 in the Bristol SDA, wholesale and retail trade employment expanded by four percent and services grew by eight percent. Statewide these industries grew by six percent and nine percent respectively.

The list of growth industries presented in this report was derived by selecting those industries that exceeded the overall employment growth rate of 3.6 percent in the Bristol SDA between 1981 third quarter and 1983 third quarter. The one exception was nursing and personal care facilities whose employment only expanded by 0.9 percent while the SDA





employment grew by 3.6 percent. This growth occurred despite the fact that the national economy began a prolonged recession in July 1981 that did not officially end until November 1982. Job opportunities increased in the electrical industrial apparatus industry, department stores, commercial and stock savings banks, auto repair shops and individual and family services.

Electrical industrial apparatus employment in the Bristol SDA has had dramatic growth since 1982 and now the industry has over 5,000 employees. The long term outlook for this industry is good since the demand for energy-efficient motors is expected to grow. The important growth occupations in this industry is electrical and electronic assembler.

Department store's employment in the 80's is expected to increase statewide by 5.6 percent. Although its growth rate is not as rapid as some other industries it does employ over 2,400 workers in the SDA. The two important growth occupations in this industry are cashiers and general office clerks.

Commercial and stock savings banks accepts deposits from the public and also engage in extending credit by means of loans and investments. This industry increased its employment in the SDA by 4.3 percent from 1981 to 1983 bringing its employment level to over 1,200. The important growth occupations in this industry is bank teller.

Auto repair shops long-term prospects remain bright because the automobile will continue to play a key role in transportation. The population is growing faster in areas outside the major cities, where mass transit is less effective. Bristol County's population grew by 6.8 percent between 1970 and 1980 and is projected to grow by 4.2 percent between 1980 and 1990 when the state population is projected to grow by only 1.6 percent. The number of 25-to-54 year olds, the key car-buying group will continue to grow during the 1980's. This industry increased by 17.7 percent in the Bristol SDA from 1981 to 1983 bringing employment in this industry up to 460.

Individual and family services in the 80's is expected to increase a healthy 27 percent statewide. The 1980 census indicated that 14.3 percent of the Bristol SDA population was below the age of 10 compared to 12.4 percent for the State. Bristol County's population increased to 6.8 percent between 1970 and 1980, whereas, the State grew by 0.8 percent. As the percentage of couples with both partners working outside the home gets larger, demand will be generated to provide supportive services to these families. The industry now employs over 500 workers in the SDA and expanded by 21 percent from 1981 to 1983. The two important growth occupations are social service aides and nurses aides.





Nursing and Personal Care Facilities employment expanded slightly from 1981 to 1983 reaching an employment level of over 2,700. As the population ages, the demand for these facilities will increase. The most prevalent growth occupations in this industry is nurses aides/orderlies.

### III. Occupational Analysis

The list of growth occupations presented in this report was obtained by examining the occupational structure of all growth industries and comparing those identified occupations with employment projections. All of the occupations which were selected account for at least a 2.0 percent share of industry employment and are projected to grow by at least 12.0 percent in the 1980's (the statewide average). Because the primary audience for these planning packages are vocational-educational planners, engineering occupations and those occupations which required more than a bachelor's degree for entry were not included.



Automotive Mechanics must be able to make a quick and accurate diagnosis about what is causing a car's mechanical problems and be able to perform a variety of repairs. Frequently automotive mechanics specialize in a particular field of repair, such as transmissions, front-end alignments, or ignition systems. Many automotive mechanics learn their skills on the job, beginning as helpers to experienced mechanics. However, those who have received formal training in automobile repair or automotive technology enjoy an advantage in competition for openings. Employment of automotive mechanics will grow at an above average rate, with many additional opportunities generated through job turnover.

Electronic Assemblers put together electrical and electronic equipment such as computers, calculators, missile control systems, and machine tool numerical controls. While not projected to grow as fast as many other occupations in the high technology sector, the growth rate for electronic assemblers should still double the statewide average. Over half of electronic assembly jobs are located in either the office computing machine or electronic component industries. Between 10 and 15 percent of jobs in these two industries are distributed among the various types of electrical, electronic, and electro-mechanical equipment assemblers. Employment prospects within these occupations will be affected by defense spending and changes in economic conditions.

Cashiers are responsible for handling the money that comes into an enterprise. In supermarkets and large department stores cashiers spend long periods standing at checkout counters processing customer purchases of store items. Employment of cashiers is expected to grow at a slightly above average rate. The widespread use of automated checkout systems such as those in supermarkets may slow growth, but many more jobs will be created as a result of high job turnover. Nearly half of all cashiers are employed in grocery stores with another 20 percent employed among department stores, drug stores, and eating and drinking places.

General Office Clerks have varied duties which usually include a combination of bookkeeping, typing, office machine operating, and filing. While employment is expected to grow more slowly than the average for all occupations, the number of annual openings will be substantial due to the large size of this occupational group and because of high turnover and replacement demands. As business expansion creates increases in the volume of paperwork, demand will persist for general office clerks to handle the necessary communications flow. General office clerks are employed in many industries such as schools, government, hospitals, insurance, banking, brokerage services, and grocery stores.

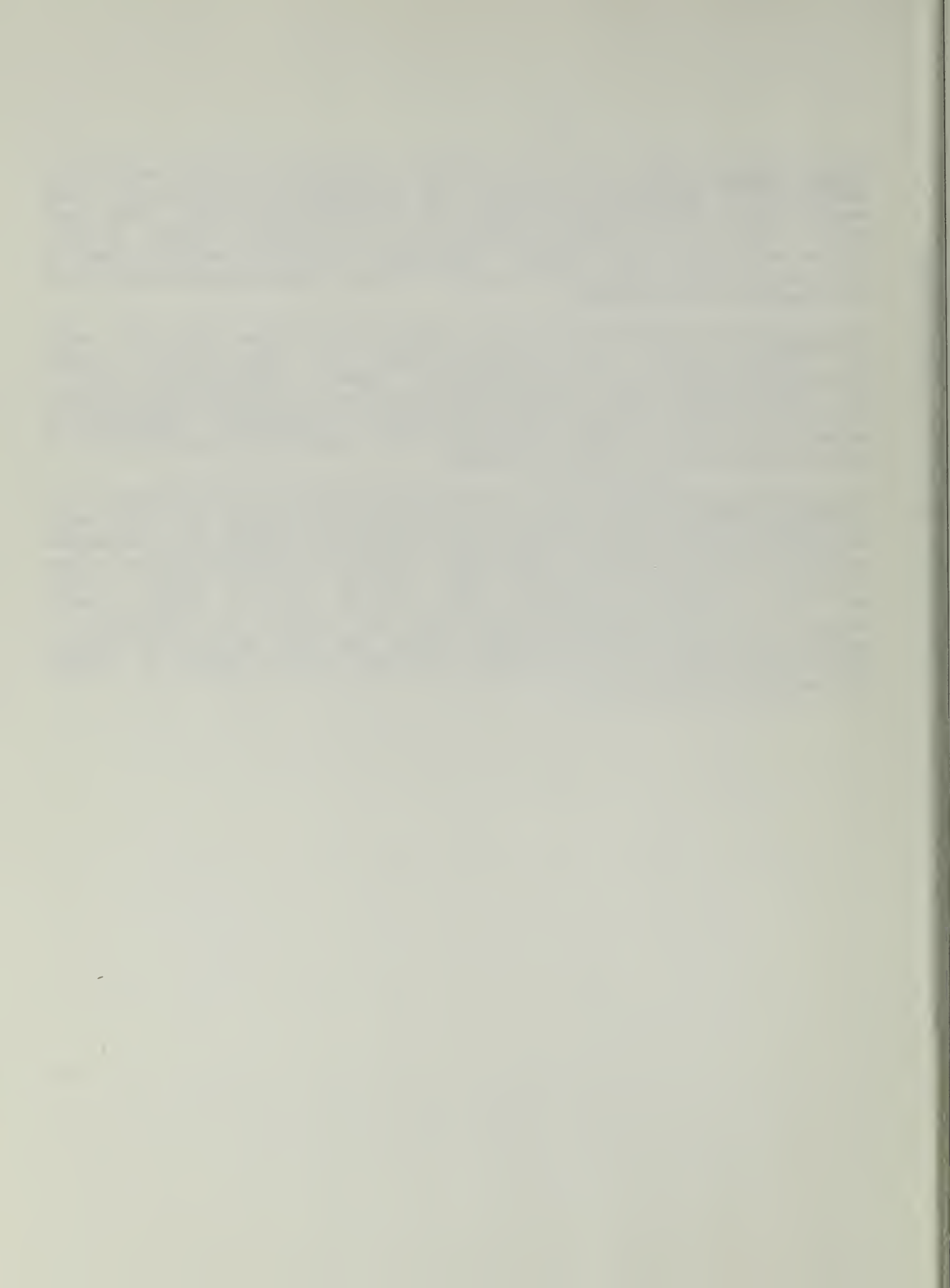
Bank Tellers carry out transactions between a bank and its customers. Employment will rise at a rate slightly higher than the average, with the relatively high replacement needs of this occupation providing additional job opportunities. Trends toward automatic banking services will limit overall growth, but the personal contact aspect of the position as well as expansion of duties should stabilize demand.



Social Service Aides are a link between professional social workers or rehabilitation counselors and people in the community who need help. Aides explain the services of their agencies, help applicants fill out forms, and perform much of the routine paperwork, such as updating clients' records, filing, and filling out reports. Employment of social service aides is expected to show above average growth, with good opportunities available for those seeking part-time work.

Nurse Aides work under the direction of physicians and nurses caring for sick and injured patients. The increasing demand for health care of a longer living population should accentuate long term demand. Approximately half of all nurse's aides work in nursing homes and other long-term care facilities. Another one-third of nurse aide positions occur in hospitals. Employment is expected to grow by nearly 20 percent but many additional positions will become available due to high job turnover.

Licensed Practical Nurses (LPN's) work under the supervision of physicians and registered nurses to help care for the physically or mentally ill. They train in programs which generally last one year and which include both classroom study and clinical practice. Employment of LPN's is projected to grow at over 20 percent as the demand for health care continues to grow rapidly. There will be a need for practical nurses to care for the growing elderly population, to provide additional health care that results from expansion in public and private health insurance plans, and for private duty nursing. Approximately 60 percent of LPN's work in hospitals and 23 percent in nursing and personal care facilities.





Bristol SDA

Growth Industries

Electrical Industrial Apparatus

Department Stores

Commercial and Stock Savings Banks

Auto Repair Shops

Individual and Family Services

Nursing and Personal Care Facilities

Growth Occupations

Automotive Mechanics

Electronic Assemblers

Cashiers

General Office Clerks

Bank Tellers

Social Service Aides

Nurse Aides

Licensed Practical Nurses



TABLE #  
UNEMPLOYMENT RATES FOR THE  
BRISTOL  
SERVICE DELIVERY AREA,  
MASSACHUSETTS, and UNITED STATES

PERIOD	SDA	MASSACHUSETTS	UNITED STATES
1981 Annual Average	8.0	6.4	7.6
1982 Annual Average	10.6	7.9	9.7
1983 Annual Average	9.7	6.9	9.6
<u>1982</u>			
JANUARY	10.8	8.0	9.4
FEBRUARY	11.4	8.3	9.6
MARCH	10.7	7.6	9.5
APRIL	10.9	8.0	9.2
MAY	11.7	8.6	9.1
JUNE	12.0	9.0	9.8
JULY	13.2	9.6	9.8
AUGUST	9.9	7.6	9.6
SEPTEMBER	9.7	7.4	9.7
OCTOBER	9.3	7.2	9.9
NOVEMBER	8.3	6.5	10.4
DECEMBER	9.7	7.1	10.5
<u>1983</u>			
JANUARY	13.1	8.7	11.4
FEBRUARY	12.4	8.2	11.3
MARCH	11.9	8.0	10.8
APRIL	9.2	6.7	10.0
MAY	9.0	6.5	9.8
JUNE	10.1	7.5	10.2
JULY	9.0	6.2	9.4
AUGUST	8.0	6.0	9.2
SEPTEMBER	9.1	7.0	8.8
OCTOBER	8.3	6.4	8.4
NOVEMBER	7.3	5.6	8.1
DECEMBER	8.9	5.8	8.0
<u>1984</u>			
JANUARY	10.9	7.3	8.8
FEBRUARY	9.5	6.3	8.4
MARCH	8.6	5.8	8.1
APRIL	7.3	5.0	7.6

SOURCE: Local Area Unemployment Statistics Program  
Figures not adjusted for seasonality.





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